

Google+ Community Management Project for UW Social Media Class

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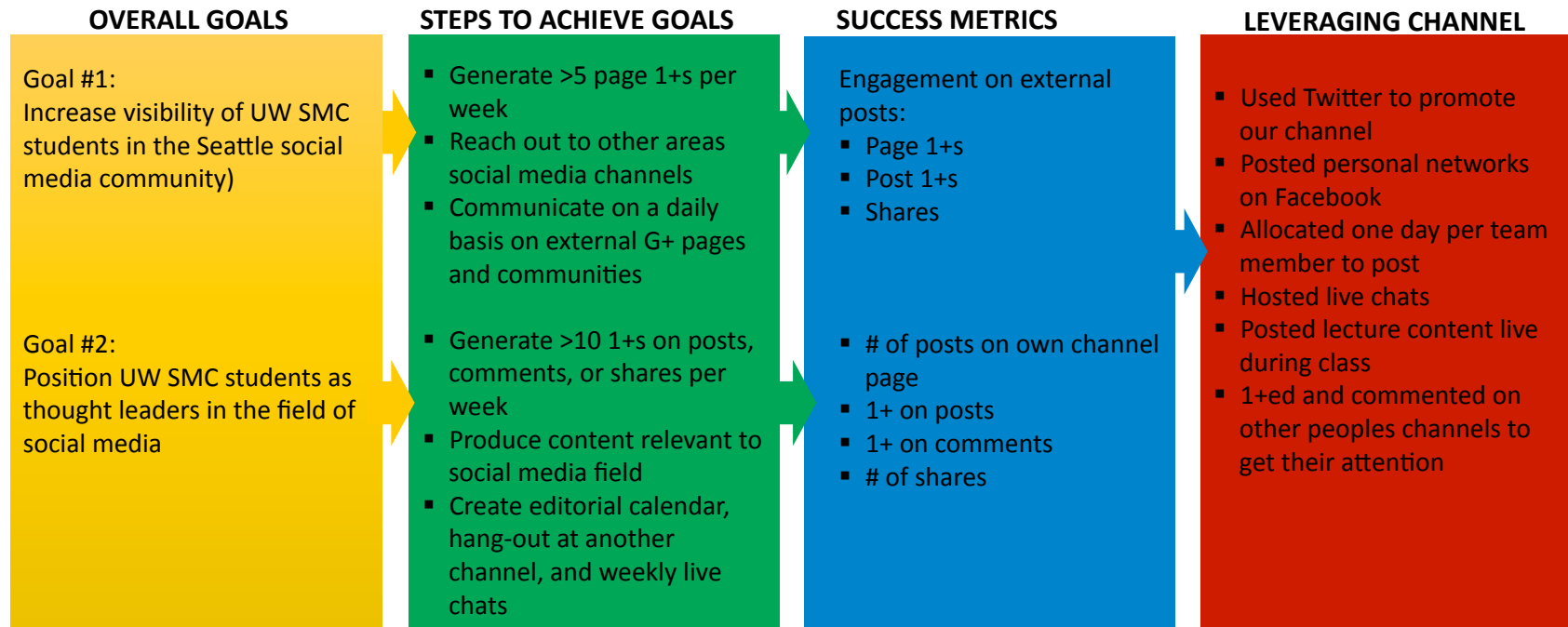


Google+ overview

- **Google+** is a social networking service owned and operated by Google Inc.
- Launched in June, 2011.
- It has a total of 500 million registered users (of which 235 million are active on a monthly basis).
- Google+ offers the same general things as most other social platforms - such as sending messages to friends, sharing links, chatting, and sharing pictures - but the big difference is that Google+ offers the opportunity to choose who you want to share these things with through Google Circles.



GOST Review





- Create activity by posting relevant content
 - Team members were each assigned a specific day a week to post content.
 - Team members took turns hosting live posts during class.
- Reach out, connect
 - 1+ and/comment other peoples channels.



- Manual tracking of posts in a Google Drive document due to lack of access to tools that analyze Google+. This did the job but was cumbersome and not time efficient.

UWSMC G+ Data Tracking ☆

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	A	B	C	D	E	F	G	H	I	J
1	Date	Who posted	Link to individual post	Post (copy post direct into cell)	Post Type (link, update, live chat)	Current Page +s	Post +s	comments	shares	Additional notes
2	1/17/2013	Dawn		Welcome to winter quarter of #uwsmc	photo	34	1		0	
3	1/17/2013	Constance		What we've all been waiting for... Derek looking all teacher-y! Looking forward to this quarter!	photo		0	1	0	
4	1/22/2013			Who in the world ever thought you could make a reservation for Valentine's Day dinner at White Castle???	link		0	0	0	
5	1/22/2013	eric		[title of show] is actually a favorite Broadway show of mine, and I've always thought the concept of "I'd rather be nine people's favorite thing than 100 people's ninth favorite thing," translated well into other arenas.	link		0	0	0	
6	1/22/2013	Tassoula	http://seentrville.pats-hart-opportunity-to-reserve-a-valentines-day-table-in-the-love-castle-50424559	Who in the world ever thought you could make a reservation for Valentine's Day dinner at White Castle???	link		0	0	0	
7	1/23/2013	dawn		Third class tonight from 6-9pm PST - will be sending out live quotes from the class and helpful social media links. Tune in for the recap of what happened in social media this week. Check out Wollram/Alpha new Facebook tool - whose your most popular college friend and	update	46	1	0	0	

- Later we used Simply Measured for basic reporting. One issue with this tool is that it does not track page +s and offers limited functionality (reports) compared to other social media platforms such as Facebook and Twitter.



Campaign Results

CURRENT STATUS

- 88+
- 56 post plusses
- 32 comments
- 4 shares

DEVELOPMENT OVER TIME

Goal was to generate >10 1+s on posts, comments, or shares per week

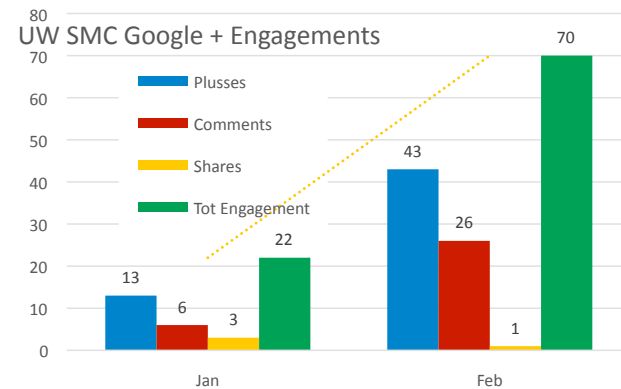
Total engagement across these 3 engagement metrics is 92 over a 6 week period = 15.33, so we exceed our goal with 53.3%

RESULTS VS. METRICS

Post level engagement increased from 22 points in Jan to 70 points in Feb = 218%

Page posts increased from 40 to 94 = 135%

Page plusses increased from 34 to 88 = 159%



Post Level	Jan	Feb	Total	Increase Jan-Feb
1+s	13	43	56	231%
Comments	6	26	32	333%
Shares	3	1	4	-67%
Total Engagement	22	70	92	218%

Page Level	Jan	Feb	total	Increase Jan-Feb
Brand posts	40	94	134	135%
Page Plusses	34	88	n/a	159%



Key Findings (plusses)

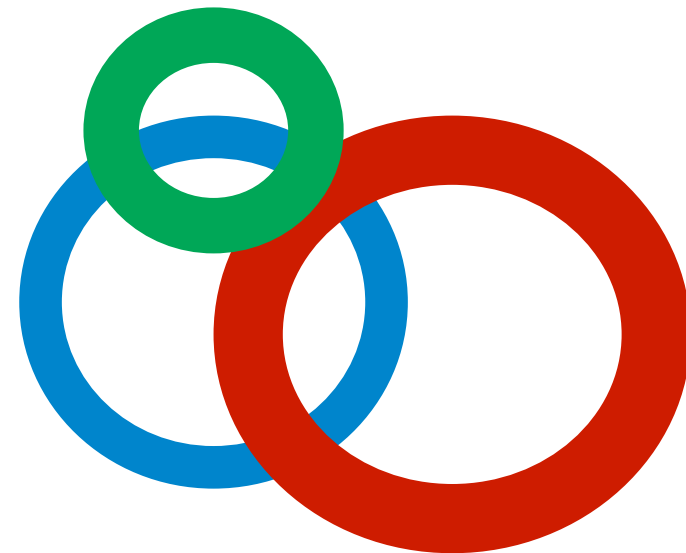
Live chats generated more activity and people watching and Wednesday was the day we saw most of our page +’s increase. Unlike tweet chats these feel more like live discussions.

Driving traffic from other social sites was our lifeline. In a real-world business situation, this would be even more challenging.

Steady content and reliable weekly chats can increase traffic organically.

Being active on other communities and engaging in discussion of your own page drives traffic to your own page organically.

Option to email posted content to users





Key Findings (minuses)

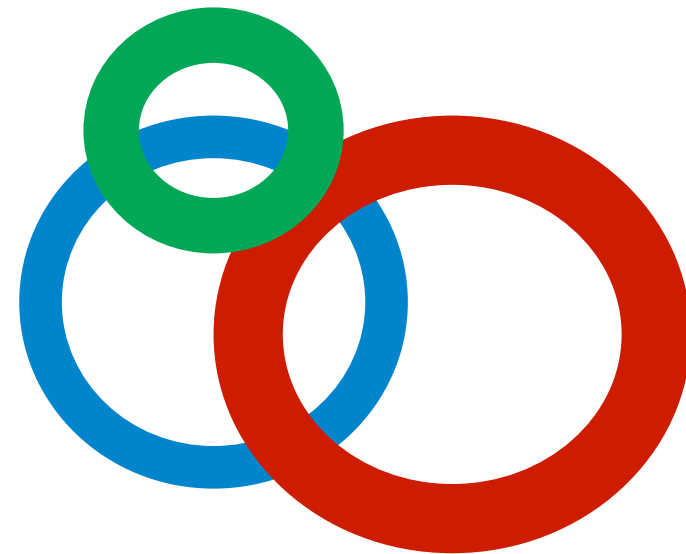
Google+ appears to be one of the most difficult channels to measure.

Free tools don't offer a lot by way of measurement for this channel.

It's hard to know how much the +1s actually help the profile.

Google+ requires a lot more heavy lifting than the other major social platforms.

Simply Measured doesn't track Page +'s



Google+



Engagement



Larry Hall - 1 Mar 2013
Larry Hall invited you to



Ma
b

UW Social Media Class 13 Feb 2013 - Limited

+[Spencer Ross](#) Thanks for adding us to your circles - what are you looking to do with social media?

+1



3 comments ↕



UW Social Media Class 17 Feb 2013 Edit

What was your research in for your PhD? Is it published so we can sneak a peek?



Spencer Ross 18 Feb 2013

Don't have anything published in it yet (my dissertation is on ethical consumption). But I'm working on a paper on internet privacy, a paper on mixed-media consumption, and a paper on mobile meditation apps.



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☐ Follow...

Say hello

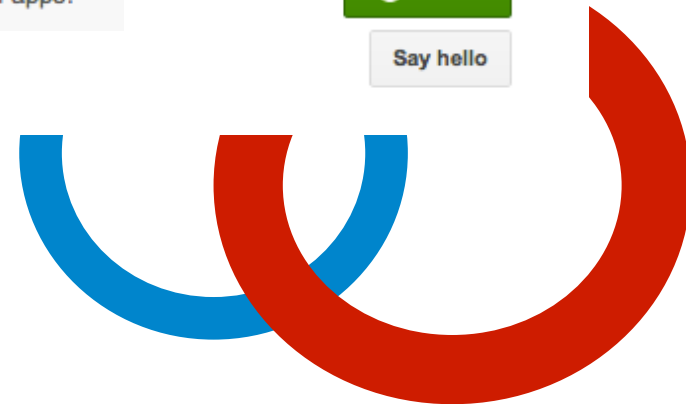
Master...

☐ Follow...

Say hello

☐ Follow...

Say hello





Recommendations

Invest in a tool that can help you manage and track content and provide reporting. Manually tracking is inefficient.

Engage in communities where you find your target audience – they will respond.

Be consistent; post as often here as you would on other channels.

